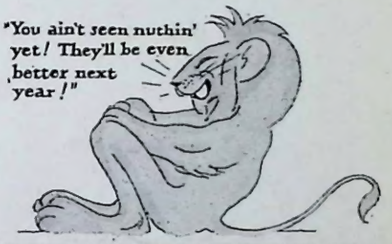
CANADIAN MOVING PICTURE DIGEST

Vol. 19, No. 44 TORONTO 2, CANADA March 3rd, 1928

HISTORY REPEATS!



IN our first year of
FEATURE production
M-G-M became the Talk
OF the industry—
AND now in our first season
OF Short Subjects and M-G-M News
EXHIBITORS realize that the
NEW source of Short Subject Supply
NOW—and always—is

Check over these comedy successes. M-G-M calls your attention to the consistently great Hal Roach comedy product:

"OUR GANG"

Yale vs. Harvard—The Old Wallop—Heebee Jeebees—Dog Heaven—Spoof Spooking—Rainy Days—Edison, Marconi & Co.—Barnum & Ringling, Inc.—etc.

CHARLEY CHASE

Sting of Stings—Lighter That Failed—Way of All Pants—Never The Dames Shall Meet—All For Nothing—Family Group, etc.

STAN LAUREL-OLIVER HARDY

Second Hundred Years—Hats Off—Putting Pants on Phillip—Battle of the Century—Leave 'Em Laughing—The Finishing Touch, etc.

MAX DAVIDSON

What Every Iceman Knows—Call of the Cuckoo—Love 'Em and Feed 'Em—Fighting Fathers — Pass The Gravy — Dumb Daddies—Came the Dawn, etc.

METRO-GOLDWYN-MAYER

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

"—SO WE PUT IN STAN LAUREL AND OLIVER HARDY AND PANICKED THE HOUSE—"

"I predict that Stan Laurel and Oliver Hardy will be the most popular comedy pair in pictures."

Hal Roach

COMEDY PRODUCER FOR

WHEREVER film men meet today they talk of Metro-Goldwyn-Mayer's achievements in the short subject field.

The marvelous reception of Stan Laurel and Oliver Hardy again proves the unquestioned superiority of Hal Roach comedies.

WITH M-G-M News amazing its competitors — with M-G-M's Great Events and Ufa Oddities playing in thousands of theatres, M-G-M's Shorts are truly the talk of the industry.

STAN LAUREL *and* **OLIVER HARDY** *in* "THE BATTLE OF THE CENTURY," *and* "LEAVE 'EM LAUGHING" *are even funnier than in* "THE SECOND HUNDRED YEARS."

METRO-GOL N-MAYER

Canadian Moving Picture DIGEST

Published by Canadian Moving Picture Digest Company, Limited
259 Spadina Ave. - Toronto
New York Office
45 West 45th Street

RAY LEWIS
Editor and Managing Director

Official Organ of the M.P.T.O. of Canada
Established in 1915 for Exhibitors
Subscription: $5.00 yearly
Telephone: Trinity 1481

Vol. 19, No. 44 | TORONTO, CANADA | March 3rd, 1928

"Red Hot Rembusch"

"REMBUSCH" hails from Indiana. He carries around about six foot of "Red Hot Rembusch." Always interested in exhibitors' organizations, reforms, rebellions, "Rembusch" has consistently been "agin" anything relating to the circumstances of an exhibitor which one could be "agin.'

If "Rembusch" happens to read this, he is not a paid subscriber to The Digest and may not get a chance to read our friendly discourse anent Rembusch, I hope that he will not "swell his manly chest with pride," when I say he has quite a Byronic head; and should photograph well.

RAY LEWIS

Despite "Rembusch's" flair for always starting something whether it is a new exhibitors' organization, a combination of theatre booking, or a Paul Revere Ride to the White House, Rembusch is a born reformer and should be taken seriously. His mistakes (this is a compliment, for he who never makes a mistake, never creates anything), are always on the the side of an impulsive sincerity.

What I like about the fellow is that he appears to be without malice. He will disagree with you on one point, but if you are right on another, he will say "you're right," even if he has to face a battery of opposition which is intent in sweeping away all the good, blowing up all the Aristocracy of our Industry, producers, distributors, their children which are their theatres, and their childrens' children which are their theatres' affiliated theatres, to establish The Republic of Exhibitors, Independents.

Whoever made Brookhart famous in our Industry belongs to the species to which I am referring in the above paragraph.

The "Looney Legislation," attempts to govern the manner in which a manufacturer shall sell his goods to a possible customer, mark you, a "possible customer" only; and therefore in the negotiation of a sale, the principles of trading, as established since the days of the "trading caravan," must prevail.

This control of selling and of buying also, for the selling cannot have legislation governing its operation without being operative in its effect upon the buyer, who is the exhibitor, turns the entire distribution over to the U. S. Government control.

Now, I belong to the species which is naturally "agin" the government acting in the capacity of a "wet nurse" or a policeman of our Industry.

The Government of any country, monarchy, or Republic should use all the brains it possesses, it will take all of them to establish laws, desired by all the people, or the majority, for the good of the majority; should interest itself in establishing ways and means to increase trade and good-will at home and abroad. The Government should keep away from issues which may precipitate civil wars, whether these civil rebellions refer to trade, or government issues, or international complications. As for our Industry, it is not necessary to remind it that it is in constant conflict with possible legislative measures aimed to reform it, that "Eternal Vigilance" is the price of its peace; and that this peace is an opportunity to satisfy the public through entertainment; and to establish an Industry which is a healthy, normal child of our modern civilization.

The Contract governing trading, is the crux of the whole problem as it refers to trading in our Industry.

Today our Industry has an affiliation with bankers, statesmen, politicians, publishers, men of letters, men of finance, gentlemen of the law and gentlemen of the Senate. Some of these are Goliaths in the fields with which they have first built up their fortunes and estate. Surely such an array of intelligent human beings is sufficient to formulate an equitable plan governing the buying and selling in this Industry, and to amicably and fairly arbitrate any knotty complications which may arise out of a non-fulfillment of contract on the part of the party of the first or second part.

Which brings us again to "Red Hot Rembusch." At a recent sub-committee meeting before the Government, this friend of the exhibitors stated that the "Blind and Block" booking war in which we are at present involved is but a war in which there is a lot of "linen being washed" and that he hoped there would be time to tell everything.

My contention is that if our Industry has "dirty linen," the Government should not be engaged to be its washerwoman; and that our "soiled" or "dirty linen" which has no relationship to the general public, should not be spread out for the public to behold.

"Dirty linen," admitted by us, will give Canon Chase and his "chaste" followers an inspiration to interpret this as "dirty morals." However, what I am desirous of emphasizing is that "Red Hot Rembusch," friend of the exhibitors, refers to this whole issue in such terms; and when questioned on the operation of the Film Boards, organized as the Seats of Arbitration, he passes the verdict that "there is nothing illegal in their administration."

My contention therefore, is that if this Industry can arbitrate "fairly and justly' 'in relationship to a contract governing buying and selling, a contract which had need of revisions, is it not then most capable of adjusting any difference which may arise in trading established upon a

(Continued on Page 10)

Ray Presents

IN DISCUSSING the British Quota Law, there is one point which it would seem important that we should keep clearly before our minds and which we should press on the attention of the public.

The point is that there is a difference between "blind" booking and "block" booking. The Hays organization have drawn attention to this point in a circular just issued giving a resume of the Act.

"Blind" booking is prevented by setting up a system of Registration and providing that no one may enter into an agreement to rent any new picture unless it has been registered. As a picture cannot be registered until it has been shown, this will prevent "blind" booking.

"Block" booking is checked "by prohibiting the booking of any picture for more than a stated period in advance of the date of the booking agreement. The period is a gradually decreasing one, viz—

For agreements made before Oct. 1, 1928.....12 months
For agreement made between Oct. 1, 1928, and Oct. 1, 1930 .....9 months
For agreements made after Oct. 1, 1930.....6 months

WE ARE HAVING considerable discussion in this country about "blind" and "block" booking; and it seems important that we should all thoroughly understand the distribution ourselves, in order to extend this information as far as possible, to other members of our staffs, and to exhibitors, so that public discussions of the situation will be more accurate then they would otherwise be.

E W. HAMMONS, President of Educational announces that Canadian Educational has secured for release in Canada the Tiffany-Stahl Gems.

I AM GLAD that through this arrangement we in Ontario are going to get an opportunity to see "Passion," which is the first release; and that indirectly we are going to contact the influence of that valiant Independent producer, M. H. Hoffman, who in addition to being a producer of infinite pains and good judgment, is also one of our Industry's gentlemen.

Mr. Hammons and Mr. Hoffman are "birds of a feather." I do not know Mr. Stahl, but he must be the same kind of a bird, or he would not have attached his name to "Tiffany."

"PASSION," produced in Germany, has Emil Jannings, Pola Negri and Ernst Lubitsch as contributors to its Art.

It is the picture which made our Industry in America turn its eyes towards German picture production.

IT IS THE PICTURE which introduced Pola Negri to America, and secured for her the Paramount contract.

As Madame DuBarry, Pola Negri does the best work of her career. Having achieved such a success, no one can say her contribution to the screen is negligible.

LUBITSCH as the director presented a Masterpiece in "Passion," and Emil Jannings, God bless his artistry, is superb as the French King.

The quality of the entire cast and the production is a credit to Germany and to the Art of Motion Pictures.

COMING to Canada, several years ago through First National as the first of the German productions, it passed the Censor Board whole in body and limb, but roused the antagonism of anti-German Britishers who objected to the showing of German-made films.

The Allens, who were then the owners of the Tivoli, Toronto, had arranged for a tremendous presentation of "Passion," and had invited some of the "Antes" to a preview.

THE VERDICT on the picture was "great," but the "made in Germany" was a thorn in anti-German British flesh and your editor was called "a German spy" by one frenzied female, for stating that England retained no malice towards Germany now that peace was established, that England was never vindictive in spirit, she fought her battles out clean, and being victor or loser, took the results in true sportsmanship fashion, that her national and other art galleries were full of German examples of Art and her monarchy had a German kinship.

This daughter of German Hatred, hated such truths and was responsible for the agitation which caused the Ontario Censor Board to ban German-made films in Ontario. I felt sorry for our Censors. for their heart and vision was not in the banning.

IT IS INTERESTING to note that Quebec took quite a different view of "Passion," and Quebec had an opportunity to see a superlative Motion Picture.

However, I forgive the patriotic lady, her intentions may have been good; and the definition of spy is relative. She deprived the exhibitors of a good box-office feature, but acted in the capacity of a Profitable Angel to Canadian Educational who should get a great deal of the Tiffany-Stahl glory which "Passion" will reflect.

I HOPE our Industry in Canada will keep in mind the drive of the National Vaudeville Artists Assoc. in April for funds for the building of a Sanitarium at Saranac to heal the Entertainers of the Industry of Amusement, of the White Man's Plague!

Now that the Keith-Albee-Orpheum Interests have bought a substantial interest in FBO, linking up two more Gentlemen of our Industry, Mr. E. F. Albee and Joseph Kennedy, our Industry becomes more closely allied with Vaudeville; and should take the N.V.A. and its charities, its philosophies into its prosperous and ample Bosom.

WHO WILL form a committee of Motion Picture Interests to campaign for funds? Who will be the first among our Industry's leaders to say "I give .....?" The sum is too large for my restricted space, in order that his philanthropy, his charity may inspire followers.

Help Mr. Albee to bequeath to you a Service to our own, the glory of which shall be recorded in Heaven and on earth. "Give, and it shall be given unto you; good measure, pressed down, and shaken together, and running over."—St. Luke, V. 38.

Heeney-Delaney Fight Film Shows a Real Battle

The Heeney-Delaney fight film released through Canadian Educational, represents 15 rounds of real fighting.

Although there was no knock-out decision, the contestants put up a great battle; and Delaney put up such a good fight that when the decision was given to Heeney, the spectators booed the decision and cheered long and loud for Delaney.

Since both the fighters are Britishers the interest in the winner in Canada should not be diminished.

Heeney hails from Australia, and Australia has always been famous for its fighters, even their kangaroos can box.

Keith-Albee-Orpheum Acquires Substantial Interest In F B O

New Affiliation Books Nearly Seven Hundred Theatres in Canada and U. S.

AN ANNOUNCEMENT of extraordinary significance to the Theatre and Picture Industry was made yesterday with the public statements that the Keith-Albee-Orpheum officials had, through Joseph P. Kennedy, acquired a substantial interest in the FBO Pictures Corporation, known general as FBO. This arrangement brings together on the Board of Directors of FBO, the combined interests of four great organizations, Joseph P. Kennedy and his associates, the Keith-Albee-Orpheum group, representatives of the Radio Corporation of America, and the General Electric Company. The Keith-Albee-Orpheum interests have recently merged the vaudeville and motion picture theatres and booking facilities of B. F. Keith-E. F. Albee in the East and the Orpheum Circuit in the West, into one of the most gigantic theatrical units in America. The new institution extends from one end of the country to the other, and controls or books, through ownership or affiliation, nearly 700 theatres in the United States and Canada, with a total daily seating capacity of over two millions.

Future Expansion and Development

This new alliance with FBO, it is stated, is in keeping with K-A-O's policy toward future expansion and development ,and no doubt its officials had in mind Joseph P. Kennedy's ability and resourcefulness as being helpful in re-organizing certain branches of the Industry with which they are affiliated. It also adds another gesture to the sensational development of FBO under the astute and skillful guidance of Mr. Kennedy, its president. He has displayed a rare genius for both organization and re-organization of large interests. It is film history that he took over FBO when it was in a chaotic state, and through his executive ability and experience in re-organization, has built it up until it is today one of the best paying companies in the picture business. No movie scenario is as rich in romance and adventure as the history of this organization since February of 1926 when Mr. Kennedy became its head. He came to the head of the Motion Picture field from the baking business with a general background in the steel industry.

Joseph Kennedy Constructive

His comprehensive and constructive direction has done more for the Motion Picture Industry than any other single figure in this country. His remarkable personality and his progressive accomplishments have made an impression on the entire screen field, and the latest association with K-A-O is singularly important to the Industry as a whole. It is expected that out of this combination will develop others of even far greater magnitude.

Mr. Kennedy was born in 1889 in East Boston, and is the son of P. J. Kennedy, former State Senator. He was educated in the public schools of Boston, entering Harvard in 1908. He was graduated in 1912, and entered the employ of his State as bank examiner. While at Harvard he was prominent in all scholastic and athletic activities.

In 1914 he was elected president of the Columbia Trust Company and became known as the youngest bank president in the country. He was 25 at the time. The same year he married Rose E. Fitzgerald, daughter of former Mayor John F. Fitzgerald of Boston.

In 1917 he resigned from the Columbia Trust Company to become assistant general manager of the Fore River Shipbuilding Corporation, employing 55,000 men. A year later he resigned to become manager of Hayden, Stone and Company, remaining there until two years ago when he purchased FBO Pictures and became owner and president of that corporation.

Last year Mr. Kennedy introduced a motion picture course at Harvard and it was under his supervision that a series of lectures on motion picture production, distribution and exhibition was delivered at Harvard by fourteen leaders of the film Industry. In November of last year he published "The Story of the Films," a compilation of the Harvard lectures, which he edited.

FBO - Westinghouse Electric and Mfg. Co.

In December, Mr. Kennedy brought about an affiliation between FBO, the Radio Corporation of America, Westinghouse Electric and Mfg. Co., and the General Electric Company, whereby all these vast organizations became mutually interested in FBO, and became actively represented in the Board of Directors. This association is of far reaching importance, opening as it does for the first time, the tremendous resources and potentialities of the radio to the motion picture field, and bringing into this field the services of the powerful engineering organizations of two of the greatest electrical companies in the world.

With all these various influential and resourceful associations, the outlook for FBO would indicate that Joseph P. Kennedy has just started his real achievements and several other startling public announcements are promised in the near future.

Tom Mix with FBO

Its screen output is attracting world wide attention and yesterday the announcement was made that negotiations were completed between this company and the trustees of the Hollywood-Argentine Cinema Company whereby F B O will distribute the forthcoming series of productions starring Tom Mix, greatest Western box-office attraction.

Belanger "Labeling" Picture Bill Among Other Reforms

Aurelien Belanger of Ottawa, Liberal member in the Ontario Legislature for the County of Russell, has introduced legislation in the Provincial House which provides for a considerable number of reforms in the laws governing the theatres of Ontario and in the film censorship.

The Bill introduced by Mr. Belanger calls for the appointment of an additional censor whose duty it would be to revise all possible moving picture subjects for presentationto juvenile audiences in theatres of Ontario. Films which would be passed by the special censor, who would be independent of the present Board of Moving Picture Censors, would be stamped to indicate that they are suitable for children under 16 years of age. Those not so approved could not be seen by children under any circumstances, even when brought to a theatre by parents or adult guardians.

There is also a provision in the Belanger Bill for additional official matrons at theatres attended by children on the basis of the seating capacity of a theatre.

In the meantime, the Quebec Provincial Government is considering a Government Bill in that Province which would bar all children under 16 years of age from all moving picture theatres at all times in Quebec cities.

Lillian Franklin, attractive and accomplished daughter of J. M. Franklin, manager of B. F. Keith's Theatre, Ottawa, was one of the outstanding performers at the annual revue at the Lisgar Collegiate Institute in the Canadian Capital. Miss Franklin, who is a fourth-year student, is prominent in Canadian musical circles as a violinist and her solo numbers at the high school performances were a hit.

TIFFANY-STAHL PRODUCTIONS

TIFFANY-STAHL PRODUCTIONS INC

The Better Entertainment

TO THE EXHIBITORS OF CANADA.

Gentlemen:-

It gives me pleasure to announce that Canadian Educational Films Limited has secured the release in Canada of the Tiffany-Stahl Gems--a programme of excellent material.

Yours very truly,

E. W. Hammons

President, Educational Film Exchange Inc.

P.S.--Our First Release "PASSION," with Emil Jannings and Pola Negri. Directed by Ernst Lubitsch.

Sub-Committee Hearings On "Looney" Legislation

Rembusch Refers to the Film War as "Dirty Linen"

A sub-committee consisted of Senator James E. Watson of Indiana, Chairman; Senator James Couzens, of Michigan; and Senator Jesse H. Metcalf, of Rhode Island, listened to speakers in connection with "Looney Legislation."

Senator Brookhart opened the sessions by explaining the provisions of his Bill and asserted that "the growing tendency toward monopolization of the Motion Picture Industry by large distributors of films is a matter of grave public concern."

Leo Brecker of New York, in a speech favoring the Bill, dissented on the possibility of the government control of the Industry.

Frenk Rembusch described the situation as a family war with a lot of linen to be washed (where have I heard that before?) and hoped there would be time given to tell everything.

He described the investigation of the Industry by the department of Justice and in reply to a question said nothing illegal had been found in the operation of the Motion Picture Board of Trade.

C. C. Pettijohn, general counsel of the Hays Organization was called upon by Senator Watson to explain the operation of the Film Boards. Mr. Pettijohn presented the case of the producers and distributors, stating that it was conducive to good business for these units of our Industry to desire to correct any existant defects in the operation of their business; and that the Industry as represented by these units was not involved in a controversy with Senator Brookhart or the Government. It was their purpose and desire to do that which was for the best interests of the Industry; and any system which improved upon the present system would be welcomed.

George Forhan's Cows Are Milked Again

George Forhan of Griffin's St. Catharines pulled the second of his cow-milking contests recently, this one being for "LADIES ONLY," the first of the series being for "GENTLEMEN ONLY" and proved a great success.

Owing to the great number of entries, some of them had to be held over and the first squad teamed up and milked in relays.

The winning team, Mrs. Wilcox and Mrs. Beresford, both of Niagara District.

You've got to hand it to George for ideas.

Educationalists Against Daylight "Saving" Time.

The City of Ottawa, Ontario, is in the throes of a daylight saving argument in which the school teachers and the members of the labor unions have taken a stand against those who favor the summer clocks. Naturally, the local exhibitors are also very much opposed to summer time.

The city council, in an effort to please everybody, made matters worse on February 23 when a resolution was adopted for a shortened period of daylight saving covering June, July and August. This does not conform with the daylight saving period in other cities and, as a result, the railways, business houses and commercial travellers have raised strong objections to the Ottawa period designated.

The Ottawa Teachers Institute called a meeting February 24 when a motion was adopted in which the educationalists registered a protest against daylight saving altogether.

The whole matter is to be reconsidered by the City Council.

Theatre Robbery Hawkesbury Bandit Holds Up Cashier

A sensational theatre robbery took place at Hawkesbury, Ontario, a factory town near Ottawa, when a lone bandit held up Miss Georgette Lavigne, cashier of the Ottawa Theatre, at 9.30 on the evening of February 24. The robber flourished a revolver, Miss Lavigne fainted, and the bandit thrust his arm through the box office window, securing $74 in bills.

By the time Miss Lavigne recovered, the robber had disappeared, making his getaway in spite of a search of the countryside by Lucien Senecal, the owner of the theatre, and the local police. Miss Lavigne described the man as being of dark appearance, very tall and about 40 years of age.

Imperial Getting Business

Business has been so good at the Imperial Theatre, Ottawa, Ontario, of late that there is a whisper that the admission scale may be raised as prices now are a little on the low side.

A sample of the programs at the Imperial is found in the presentations during the last week in February which included: "Alias the Lone Wolf," feature starring Bert Lytell and Lois Wilson; the second chapter of the "Beauty Parlor Series"; a true-life reel showing Hollywood stars in their social activities, and a UFA novelty, "The Parasol Ant."

Quebec Campaign Against Sunday Theatre Closing

Retail Merchants Association of Canada Appeal to Public.

A spectacular campaign against the closing of theatres in the Province of Quebec on Sundays has been launched by the Retail Merchants Association of Canada, representing a large portion of the organized retail business houses of the Dominion.

The Association has made an appeal to the public support its efforts against theatre Sunday closing declaring that the Association "in order to protect and safeguard the commercial interests, demands that no action be taken which would result in the closing of theatres on Sundays."

The Retail Merchants of Canada has circulated thousands of petitions, addressed to Hon. L. A. Taschereau, Premier of Quebec, in which it is pointed out that patrons who attend Sunday shows in Montreal represent 75 per cent of the laboring people; that the laboring classes consider as a privilege and a right their liberty to attend Sunday shows after six days of work; that the closing of theatres on Sundays would add to the privations of the workers and would have a tendency to stir them to agitations, and that, as the Federal Lord's Day Act of Canada, promulgated 20 years ago, had never been enforced in the Province of Quebec and therefore had ceased to have any compulsory effect and had become obsolete.

The Quebec Provincial Government is asked not to take any steps to close the theatres of the Province but that, if any action is taken, an exception be made in the case of the City of Montreal because of its industrial population.

J. L. Patenaude Masters Fire Peril in Theatre

Unusual developments occurred in connection with a fire in the projection room of the Alexandra Theatre, Montreal, Quebec, as a result of which the audience did not gain any knowledge of what had happened and the possibility of a panic was averted.

When the film caught fire, the operator notified the manager who, in turn, sent in an alarm. The operator remained at his post and kept the door of his booth closed while he fought the flames. The firemen arrived, headed by Acting Chief Robert, who entered the theatre by a private door. All traces of the fire were extinguished.

The audience remained patiently in their seats, unaware of the happening, and the show was resumed. The manager is J. L. Patenaude.

Barnwell, Alta., Gets First Picture Show

Barnwell, Alberta, got its first picture show under the direction of Principal Weaver.

The presentation of "The Moonstone," reported as a thrilling drama of India, with Eileen Hammerstein and Eugene O'Brien was the headline feature. Attractive handbills were broadcasted to get in the crowd. In addition to the feature the show included a comedy called "Goodrich Dirt" and a scenic "In Old Quebec."

There was considerable difficulty in getting the show started. The voltage from the Delco plant had to be reduced, the screen arrived too late to be painted with aluminum, there was difficulty in projection and in the shifting of reels, but everybody worked to give Barnwell its own picture show; and the large audience showed its appreciation by co-operative applause and patience.

Stapleton Becomes Member Ottawa Flying Club

Don Stapleton, manager of the Centre Theatre, Ottawa, Ontario, has become an aviation enthusiast and has been elected an officer of the Ottawa Flying Club, which possesses two fine new Moth Airplanes. Mr. Stapleton is also a noted trapshooter of the Canadian Capital, being a prominent member of the St. Hubert's Gun Club.

Amusement Returns Increased in Quebec

The civic administration of Montreal, Quebec, received revenue amounting to $813,979 from the civic amusement tax during the 12 months of 1927, this total being an increase of $33,744 over the previous year, according to the official figures announced by Alfred Bienveun, director of licenses. The amusement tax returns for 1927 were greater than those of 1925, two years ago, by $141,787.

The increase during the past year was more or less of a surprise because the Public Buildings Safety Commission had closed 12 local moving picture houses following the Laurier Palace Theatre disaster in January, 1927. Seven of these theatres were refused licenses forever while five others were permitted to reopen after extensive altrations. Attendance at all Montreal theatres was visibly affected after the fire but conditions returned to normal quickly.

"Wife Savers" Gets Business At Imperial Ottawa

The presentation of "Wife Savers" at the Imperial Theatre, Ottawa, Ontario, recently, provided excellent opportunity for co-operative exploitation. Many of the local firms selling household appliances, laundries, bakeries, etc., used display space on combination pages which mentioned the title of the picture frequently.

Drastic Regulations Uncensored Films

All Exhibition of Films Must Be First Censored

A drastic regulation has been drawn up by the Quebec Provincial Government which has the effect of tightening the control of moving picture theatres and of film presentations throughout Quebec through the imposing of a stiff penalty on those who make use of film subjects which have not been approved by the Quebec Board of Moving Picture Censors.

The regulation, which has been announced at Quebec City, provides a fine of not less than $500, or a minimum prison sentence of three months for every exhibitor and every other person assisting in illegal presentation of films before they have been approved by the censor board, or before the film has been officially stamped or before the censorship fee has been paid.

This will discourage the presentation of films at special shows, private and otherwise, or of the surreptitious showing of film subjects which have been rejected by the censors.

The fine of $500 or three months in prison is authorized for every offence.

Adolphe Menjou, after dress suit and stiff shirt roles running back almost as far as the memory of man, appears in uniform as a dashing French officer in his next Paramount picture, "The Code of Honor."

SUPERLATIVE EQUIPMENT

VALLEN CURTAIN CONTROLS AND TRACKS—

The noiseless electrically driven automatic curtain winch, operated by pushbutton from any desired location, that, in conjunction with the Vallen noiseless curtain track, draws back, or closes the heaviest curtains noiselessly and smoothly, lending that most desirable classy touch to your performances. .Controls for any size or style of curtain. Tracks for any length or use.

FULCO BOOTH ACCESSORIES—

Besides the many familiar Fulco products such as Exit Boxes, Roll Ticket Holders, Carbon Savers, Lugs, Cement, Reels, Rewinders, etc., we now offer a most comprehensive line of self contained Booth Cabinets made by Fulco. These Cabinets consist of a steel work table, with or without steel drawers, fitted with hand or power driven enclosed rewinder, asbestos walled film storage cases with individual reel compartments, spare reel shelf, and approved waste can. There are several designs and combinations to choose from. These outfits are not a fad, they are positive assurance of safety against fire, and are a convenience and safeguard that ought to be in use in every projection room.

ROSS LENSES—

A well-known camera lens manufacturer has a slogan, "It's All In The Lens." If that is true of cameras, it is ten times true applied to the projector. The Ross Lens is made in England, of magnificent optical and mechanical construction. It has a very large working aperture F-2.4, permitting maximum transmission of light, and the formula used demands the rear combination very close to the aperture, the result being very bright, snappy, sharp images full of detail and contrast. The superiority of the Ross Lens over several other common makes of lenses in actual test is truly amazing.

The Motiograph De Luxe in Mazda or Reflector Arc Models at $1,000.00 each delivered to your Theatre is **Some Value.**

If you don't know the De Luxe it's your business to find out and our business to tell you.

THE COLEMAN ELECTRIC Co.

Canada's Leading Theatre Supply House

258 Victoria St. - Toronto, Ont.

"Courtesy With Service"

The De Luxe Reflector Arc—50% more light than others; 100% better built than others; 100% complete, no extras. $500.00 a pair delivered.

Again **Some Value.**

Civic Building Commission Reports on Theatres

Clean Slate of Safety For Movies Now.

The Civic Buildings Commission of Montreal, Quebec, has presented a report to the local administration giving in detail the "correction" of all moving picture theatres in the city during the past 12 months and announcing that "it is now possible to declare that the city theatres, not one of which was found to be free of defects of some nature a year ago, may be truthfully termed as reasonably safe."

The Commission has reported that nine local theatres were ordered closed permanently during the 12 months and two were practically rebuilt. A point worthy of note is that, as a result of the recommendations of the Commission, an expenditure of $250,000 has been necessitated to obtain the required degree of safety, some of the theatre owners going further with alterations and improvements than was demanded by the city.

During the year every theatre in the city was inspected thoroughly by the Commission and recommendations were made to the authorities regarding action in each case. All theatres were again inspected by the Commission in January, to check up on structural alterations ordered. These had been carried out.

Some of the new features ordered included new fire escapes, reinforcement of fire escapes, replacement of old escapes, placing of handrails on stairways, widening of aisles, removal of obstructions, improved access to fire exits, illumination of dark steps, fireproofing of projection rooms, protection of furnace rooms, removal of certain drapes, curtains and decorations, improvement of exit doors, construction of firewalls and fireproof partitions for stages; lights outside of exit doors, protection of switchboards, cleaning up of stage and other parts of buildings, and other details.

Two items of major importance are still under the consideration of the Montreal Commission. These are improved ventilation methods and separate lighting systems for exits. It is pointed out that there were two theatre scares in Montreal in recent months because of the suction of smoke into the building through the ventilator fans.

Frank Tuttle, who has directed several recent Esther Ralston successes and who both wrote and directed her latest picture, "Something Always Happens," has just signed a new contract with Paramount.

Theatre Decoration

is next in importance to good pictures. You will get "bigger houses" if the public find in your Theatre that harmonious atmosphere of restfulness necessary for complete relaxation. Entrust the decoration of your Theatre to

J. O. DOUGALL

Theatre Decorating Specialist

292 Borden St.—TRinity 3794—Toronto

House of Commons Passes Bill

The House of Commons passed Bill Number 22, an Act to amend the Post Office Act governing the publication in detail of the ownership of publications.

T. L. Church was the sponsor of the Bill. It will be necessary for all publications in Canada to register in detail their ownership.

Richard Dix, who had the rich comedy role of a salesman of golf suits in his most recent Paramount picture, "Sporting Goods," will continue playing with the sport idea. This was revealed in the announcement just made from Hollywood that an original baseball story, "Knocking Them Over," by Sam Mintz, has been obtained for the star. The continuity and adaptation are being prepared by Ray Harris. Fred Newmeyer already has been assigned to direct.

Harry Answers Oscar Re "Roses of Picardy"

Said Harry to Oscar, "It is not the increase in rental, which is responsible for my not writing you, "I had to stop selling tickets for 'Roses of Picardy,'" but that my competitors might pass up some more like "Roses of Picardy."

Said Oscar to Harry, "They will not pass up any more."

Said Harry to Oscar, "Well! I don't think it was the picture so much as the prologue that I put on with the picture."

Said Oscar to Harry, "What was the prologue?"

Said Harry to Oscar, "I sold the merchants an idea to loan me an Orthophonic and a John McCormack record of "Roses of Picardy" and after playing that record I would walk up the aisle and I think my song brought them in after that.

Daylight Saving Ottawa Receives Labor Opposition

Ald. W. R. Low, of the Ottawa Playgrounds Committee, has introduced the annual daylight saving resolution in the Ottawa, Ontario, City Council. This provides for clock changing on April 29 and September 30. The Allied Trades and Labor Association, representing the labor unions of the Canadian Capital, are opposing the measure.

Pass the Public into your THEATRE
WITH Precision -- Ease and Smartness!
GOLD SEAL TICKET REGISTER PRODUCTS
Standard Box Office Protection
15TH YEAR OF FAITHFUL SERVICE
Use GOLD SEAL TICKETS to Solve all Ticket Problems
AUTOMATIC TICKET REGISTER CORPORATION
Manufacturers of GOLD SEAL REGISTERS and TICKETS that Fit
723 SEVENTH AVE.
USED WHEREVER TICKETS ARE SOLD
NEW YORK CITY
GOLD SEAL
THE MARK OF PERFECTION
Canadian Representatives—
THOMPSON, AHERN & CO.
40 Yonge Street - - Toronto

Round About the Studios

Richard Barthelmess appearing in "The Noose," for First National.

Robert McGowan, director of Hal Roach's rascals, the kiddies of "Our Gang," is busily preparing a story for the youngsters' next offering, for Metro-Goldwyn-Mayer, in which he expects to use all four of the winners of the recent West Coast "Our Gang" talent hunt. This contest proved probably the most popular thing of its kind ever staged, and the "Gang" kids are anxiously awaiting the arrival of their new playmates.

Adolphe Menjou has been one of the busiest actors in Hollywood this winter. Immediately upon the completion of his work in "The Code of Honor" recently, when the film was sent to the editors and cutters, the star plunged into his next "Super of the Gaiety."

In addition to Charley Bowers, who is starred, the new Educational-Bowers Comedy, "Whoozit," recently completed at the Educational Studios, has a cast which includes Ted Lorch, Kewpie Morgan, Anne Brodie and Emily Gerdes.

Luis Lezama, who recently organized FBO Pictures of Mexico, S. A., for the distribution and exploitation of FBO product in that territory, capitalized on the recent gala visit of Colonel Charles A. Lindbergh by realeasing with a great success the FBO picture, "The Non-Stop Flight."

When it became evident that Lindbergh's flight to Mexico City and his reception by the Mexican people would be an outstanding event in Mexican history, Lezama made immediate arrangements to put over the FBO aviation thriller. He conducted an intensive advertising campaign, and the picture is reported to have done a record breaking business not only in Mexico City but in the other adjacent centers where it was shown.

One of the high points of Thomas A. Edison's eight-first birthday was a special Thomas A. Edison Children's Free Matinee performance at Universal's Arcade Theatre in Ft. Myers, Florida. Claude F. Lee, Universal's manager, presented Mr. Edison with a life pass in gold from Carl Laemmle to all of Universal's theatres throughout the world.

Paul Terry, noted cartoonist, is back at the Aesop's Film Fables studio in New York after a three week vacation spent in California.

Julian Johnson, film and title editor of the Paramount studios, is said to be so enthusiastic about Florence Vidor's new picture "Doomsday," that he intends personally to write the titles for it.

Lucille Hutton again is cast as leading lady opposite Monty Collins. This time she is appearing in the feminine lead of "A Mysterious Night," an Educational-Cameo Comedy.

Dorothy Sebastian and John Mack Brown paid a very formal visit to their own studio last week. The two Alabama players are under contract to the Metro-Goldwyn-Mayer studios but have been "loaned out" for several months. Brown has made three pictures at the Fox studio and Miss Sebastian has made two for Tiffany-Stahl.

A peep into the daily life of a western star will be granted the general public in Tom Tyler's latest production, "Terror Mountain," which was completed recently at the FBO studios under the direction of Louis King. Said to be an entirely original idea in western stories, this picture deals with the adventures of a western star who answers a call for assistance from one of his fans. It incorporates both actual scenes from studio life and thrilling melodrama of the snow-covered mountains. In addition to Tyler, the cast includes Jane Reid, Frankie Darro, Al Ferguson, and Jules Cowles.

Wesley Ruggles, whose directorial work in "Finders Keepers" is being so universally praised, was last week assigned two new pictures. One is a Laura La Plante vehicle, "One Rainy Night," and the other, "The Olympic Champion" by F. J. Rath, for both of which Universal will find other releasing titles.

"The Smile Wins" is the title of the next Pathe release of Hal Roach's "Our Gang." This two-reeler is full of smiles; also giggles and laughs.

Rin-Tin-Tin starring in "A Dog of the Regiment," for Warner Bros.

Lupino Lane assumes the guise of a frolicsome school girl in "What A Girl," his new starring production on the March program. His efforts to escape several embarassing situations, and still help his sister carry on, keep the film moving along at a rapid clip. A collection of the most beautiful girls to appear in a two-reel comedy in many months are in the large supporting cast. Clem Beauchamp directed this splendid production, which has been described as one of the most diverting ones Lane has made.

Clive Brook, sought-after leading man of the Paramount stock company, will not play opposite Pola Negri in her new picture, "Three Sinners," as was announced. A previous engagement prevents his appearance.

"Aching Youth" is the final title bestowed by H. M. Walker upon Charley Chase's latest Hal Roach M-G-M comedy formerly called "Loud Speakers." It has to do with the life of a callow radio man. Chase is assisted in the funmaking by Edna Marian, Eugene Pallette, May Wallace, William Orlamond and Harvey Clark. Fred Guiol directed, under the personal supervision of Leo McCarey, vice-president of the Hal Roach Studios.

"Chief cook and bottle washer," Ramon Novarro as he appears in "China Bound," his latest for Metro-Goldwyn-Mayer. Joan Crawford and Gwen Lee play opposite.